Undergraduate Distance Education Review Form

(Required for all courses taught by distance education for more than one-third of teaching contact hours.)

Existing and Special Topics Course

Course: MKTG 433 Advertising

Instructor(s) of Record: Rajendar Garg and Parimal Bhagat

Phone: 724-357-4547   **Email:** garg@iup.edu
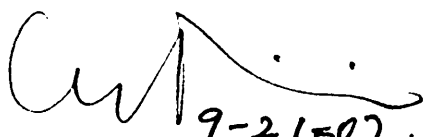

Step One: Proposer

A. Provide a brief narrative rationale for each of the items, A1- A5.
   [See Attached Sheet For Responses]

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

2. How will <u>each objective</u> in the course be met using distance education technologies?

3. How will instructor-student and student-student, if applicable, interaction take place?

4. How will student achievement be evaluated?

5. How will academic honesty for tests and assignments be addressed?

B. Submit to the department or its curriculum committee the responses to items A1-A5, the current official syllabus of record, along with the instructor developed online version of the syllabus, and the sample lesson. This lesson should clearly demonstrate how the distance education instructional format adequately assists students to meet a course objective(s) using online or distance technology. It should relate to one concrete topic area indicated on the syllabus.

Step Two: Departmental/Dean Approval

Recommendation: ☒ Positive (The objectives of this course can be met via distance education)

☐ Negative

_____ Signature of Department Designee
(Dr. Garg) (Dr. Bhagat) (Dr. Taiani)

Date 9-21-07 Received

Endorsed: _____
Signature of College Dean 9/26/07 Date

Liberai Studies

Forward form and supporting materials to Liberal Studies Office for consideration by the University-wide Undergraduate Curriculum Committee. Dual-level courses also require review by the University-wide Graduate Committee for graduate-level section.

Step Three: **University-wide Undergraduate Curriculum Committee Approval**

Recommendation: ☑ Positive (The objectives of this course can be met via distance education)

☐ Negative

Gail S Sechrist   _10/16/07_
Signature of Committee Co-Chair   Date

Forward form and supporting materials to the Provost within 30 calendar days after received by committee.

Step Four: **Provost Approval**

☑ Approved as distance education course   ☐ Rejected as distance education course

[signature] (rm)   _10/30/07_
Signature of Provost   Date

Forward form and supporting materials to Associate Provost.

Undergraduate Distance Education Review Form

MKTG 433 Advertising

1. How is/are the instructor(s) qualified in the distance education delivery method as well as the discipline?

Rajendar Garg:
- Developed and currently one of the designated instructor of the second edition of online MKTG320 course. Developed MKTG 430 Internet Marketing Course online.
- Attended IDC seminars and has expertise in Web Broadcast presentations using Microsoft Producer for PowerPoint in a WebCT environment.
- Has taught Advertising course and special topics in Promotion
- Has authored many articles on Advertising topics
- Has made conference paper presentations in this field in major national and international conferences.
- Currently Editor of: Journal of Digital Business

Parimal Bhagat:
- Developed and currently one of the designated instructor of two online courses - MKTG 420 Marketing Management and MKTG 442 Social Cause Marketing.
- Has experience with several online learning management systems such as Blackboard, Ecollege and WebCT.
- Is the Vice-chair of the American Marketing Association Special Interest Group for Advertising/Marketing Communication.

2. How will each objective in the course be met using distance education technologies?

Please refer to the attached syllabus of record for the list of course objectives. The online version of the syllabus has been modified in the "Evaluation Methods" section specifically to meet the accomplishment of the course objectives using WebCT online tools. How each of the course objectives will be achieved through the online course is described below:

(1) Demonstrate an understanding of the Advertising Principles and Practices.
The principles and practices of Advertising are covered in the text book and supplemental readings of the Thirteen topics of the course. Each of these topics will also be presented in the form of a multi-media online lecture within WebCT. Student learning of the knowledge and comprehension of the concepts, terms, models, theories and methodologies in each topic will be tested with online chapter quizzes consisting of both multiple choice and short answer questions. Students will demonstrate the accomplishment of this objective by taking Thirteen topic quizzes, one at the end of each topic.

(2) Show application skills in formulating and implementing the Advertising Plan and tactical decisions using the Media Plan.
Application skills in this case involve the ability to create an Advertising plan by looking at broad advertising objectives, establishing specific target objectives for each component of advertising tools and integrating these components to achieve the overall objectives. The text and online exercises will expose the students to a number of company examples and scenarios showing how these advertising plans and tactical decisions are applied by different businesses. Outcomes

assessment for this objective will be done by "applications" questions (short answer type question involving a practical scenario). Each topic of the course also has a corresponding video case and students will submit three mini case reports to demonstrate their ability to analyze an Internet marketing case and propose managerial solutions.

(3) Explain the role of Advertising in better serving customer needs and building a competitive advantage.

This is a synthesis objective which is achieved by the students reading the supplemental reading materials provided in WebCT content module and viewing the online video cases demonstrating real world Advertising examples and then analyzing these cases to show how these advertising objectives were achieved. This course objective will be assessed for its completion through both the short answer questions in quizzes/tests (superficially designed to probe this) as well as case analysis reports on how companies develop competitive advantage.

(4) Discuss and debate a wide range of ethical, global and social issues of Advertising..

The concepts and applications involving ethical, global and social issues are discussed in the chapter text, readings and online lectures in each topic. Accomplishment of this objective is assessed through student postings on "Discussion Questions" in the 'discussion tool' of WebCT. Discussion questions deal with ethical dilemmas in Advertising, cultural and global controversies in the implementation of advertising strategies by global companies.

(5) Demonstrate the competence to develop and implement the Advertising Plan for a business or non-profit organization.

Putting together an advertising plan involves analyzing a marketing scenario and coming up with effective strategies involving various components/tools of advertising for that scenario. Students will be exposed in the text and video cases to actual advertising examples and how they have been successfully implemented. Students will be tested in their ability to put elements of advertising plan together through the case study submissions.

3. **How will instructor-student and student-student, if applicable, interaction take place?**
   Synchronous Interactions
   - There will be three designated one hour interactive sessions using "LIVE CLASSROOM" tool in WebCT using Horizon Wimba. Two of the video cases will be discussed in a "live format" with the instructor leading the case discussion. Students will participate using microphones and or typing tools. Participation will be graded. (Instructor-Student-Student interaction)
   - WebCT Chat tool will be used for office hours at designated times. More than one student can participate in this specially designated chat room. The objective here is to assist students with their assignments etc. in a live online discussion format using typing tool. Chat tool will also be used to "talk" with individual students in a specially designated "individual counseling" room when requested by the student.

   Asynchronous Interactions:
   - Discussion Tool of WebCT to post/debate discussion questions on selected topics. (Student-Student-Instructor)
   - WebCT email system to communicate with individual students, answer their questions and encourage participation. (Student-Instructor). All emails will be answered within 48 hours.
   - A special discussion topic called "About Course Questions/Comments" will be maintained for students to raise general questions about the course that both the instructor and other students can answer. This will sound as a public forum for course related issues and concerns.

4. **How will student achievement be evaluated?**

- Thirteen WebCT online quizzes; one at the end of each chapter/topic as outlined in the syllabus; quizzes will contain multiple choice questions and short answer questions.
- Five Discussion Postings on discussion topics dealing with global issues, ethical issues and cultural issues involved in advertising.
- Two mini case report submissions to demonstrate application skills in advertising.
- One short research paper summarizing current trends in any one area of advertising.

5. **How will academic honesty for tests and assignments be addressed?**
- Each student will be administered a different randomly selected set of questions for each quiz from a large test bank of questions for each chapter.
- Fixed date and time for each quiz and a fixed allotted time for completion for each quiz.
- One questions at a time administration and Java script to prevent copying and transmission of quiz questions while the test is being taken. Results and correct answers will be released only after the quiz deadline is over.
- Quiz contains short answer questions which allow evaluation of depth and sophistication of student understanding of the concept/topic.
- Research paper will be subject to 'plagiarism check' using "Turnitin.Com".
- Use of discussion postings and mini case reports in student assessment enhances academic integrity and validity of overall assessment of student accomplishment.

Syllabus
MKTG 433 Advertising (<u>online Course</u>)

Instructor Information

Names: Dr. Rajendar Garg and Dr. Parimal Bhagat
Email: garg@iup.edu and Bhagat@iup.edu

Office location: Dept. of Marketing, Eberly College of Business
Office hours: See Course Calendar on WebCT for Online Office Hours using Chat
                  Room
Phone: 724-357-4547; 724-357-3315
Biography:

Dr. Garg is a Professor of Marketing in the Eberly College of Business and Information Technology. His academic background includes a Bachelor's degree in Commerce, a Master's Degree in Commerce, another Master's Degree in Personnel Management and a third Master's degree - MBA -(Marketing) and a doctorate in Marketing from University of Massachusetts. His doctoral dissertation and research is in the area of Advertising and he has published several research articles in the area of Advertising. In addition, he has taught advertising and advance topics in Promotion.

Dr. Bhagat is an Associate Professor of Marketing in the Eberly College of Business and Information Technology. His academic background includes a Bachelor's Degree in Electrical Engineering and M.B.A. with a Marketing Concentration, both from India. His Ph.D. in Business Administration with Marketing concentration is from The Pennsylvania State University.

Course Information

Course title: MKTG 433 Advertising
Course number: MKTG 433 Section 8B1 (For Business Majors) 8NB (For Non-Business
Majors)
Course discipline: Marketing
Course Catalog description:
                  An introduction to the principles, practices, and creations of advertising.
                  Use of various media and legal, economic, social, and ethical aspects of
                  advertising are also considered.

Course date: Spring and/or Summer 2008
Location: Online using WebCT
Prerequisite(s): MKTG 320 Principles of Marketing or equivalent

Textbook

Required: Advertising, 7th Edition, by Wells, Burnett and Moriarty, Prentice-Hall, 2006

Course Method

The course will cover 15 chapters from the text with the following tasks and time requirements for each chapter

1.   Read Chapter Text (60 minutes/Chapter or Topic).
2.   Go through the "Chapter Lecture Notes" material to review the concepts presented in the lecture. (45 minutes)
3.   Do the Chapter Practice Quiz; "Concept Check" first and then "Concept Challenge"; these are not graded (25 minutes).
4.   Read the "Additional Article" for the Chapter and take notes on important points. (25 minutes)
5.   View the video case for the chapter and accompanying video case notes and questions. (20 minutes)
6.   Take the Chapter Test at designated time (30 minutes)
7.   Post your comments on the discussion question or read postings by others and comment on these (10 minutes)
8.   Complete any assignments/case study reports as designated in course calendar.
9.   See WebCT Calendar & WebCT Content Module For course topic details.

Course Outcomes:

Students will be able to:
1. Demonstrate an understanding of the Advertising Principles and Practices.
2. Show application skills in formulating and implementing the Advertising Plan and tactical decisions using the Media Plan.
3. Explain the role of Advertising in better serving customer needs and building a competitive advantage.
4. Discuss and debate a wide range of ethical, global and social issues of Advertising.
5. Demonstrate the competence to develop and implement the Advertising Plan for a business or non-profit organization.

Grading Policy

Grading System:

1	**Online Chapter Tests 12 out of 13**	**50%**
2	**Mini Case Reports (2)**	**20%**
4	**Discussion Posts (5)**	**15%**
5	**Research Paper/Advertising Plan**	**15%**

Additional information:

1. A "high speed" internet connection with a PC with sound capabilities is recommended. To view video case studies and power point presentations Quicktime or RealAudio or Windows Media Player software is required on the system. It is preferable that you have Microsoft Word and PowerPoint on your system.
2. No extensions of deadline for "Practice Quiz" and "Chapter Test" is possible. One "missed quiz/test" (or lowest score among the 13) will be 'dropped' in computing the quiz and test averages for the course; additional missing quizzes/tests will be scored zero.
3. Late submission of assignments will be subject to a "10 point" penalty; assignments not submitted within 7 days of the deadline will be graded zero.
4. Check the course homepage and course regularly for course announcements and submission deadlines.
5. Discussion postings must be completed within the chapter deadline after which discussion sections will be closed. Missing discussion postings will be scored zero.
6. Practice Quizzes can be attempted twice and results including correct answers are available for review immediately.
7. Final grade will be decided on a curve with grade cut off points determined by overall class average.

Course Topics/Outline

A. Introduction to Advertising
    1. The Roles and Functions of Advertising
    2. The Key Players in the Industry
    3. Types of Advertising
    4. What makes an AD effective?
B. Advertising's Role in Marketing
    1. The Marketing Process
    2. How Agencies Work
    3. International Marketing
    4. The Dynamics of Modern Marketing
    5. Global trends in Advertising
C. Advertising and Society
    1. Review and Regulation of Advertising
    2. Advertising's Regulatory Environment
    3. Media Review of Advertising
    4. Advertising Ethics
D. How Advertising Works
    1. Advertising as Marketing Communication
    2. The Effects behind Advertising Effectiveness
    3. Perception, Cognition and Affect
    4. Association, Persuasion and Behavior
E. The Consumer Audience
    1. Cultural and Social Influences on Consumer Decisions

Chapter 1: Introduction to Advertising

Instructions for this chapter

1. Read Chapter 1 from the course text book.
2. Download and print a "handout" version of the PowerPoint from the content section.
3. Download and print lecture notes from the content section. Review the major points again.
4. Read the end of chapter mini case: Walmart and review the end of case questions.
5. View the video case Walmart by clicking on the Video link in the course content. This link will take you to the Prentice-Hall website to view the video.
6. Take the practice and graded Chapter 1 Test (at the time designated in the WebCT calendar) using the WebCT Quiz Tool from the "Course Menu". Test will contain both multiple choice questions and short answer questions.
7. Post your comments on the discussion topic "Welcome to the world of Advertising" in the Discussions Section of WebCT before the specified deadline; You should read the original discussion question posted by the instructor and then either post an original comment or comment on one of the earlier comments. You should read all comments already posted before posting your opinions.
8. Submit a 1 page mini-case report containing your analysis and recommendations for the Walmart case. Use the end of case questions as a guideline to prepare your report. Reports must be uploaded in the assignment section before the specified deadline.
9. Check WebCT calendar for the date/time for the "LIVE CLASSROOM" session for this chapter. Your contributions to the discussion at the end of the Live Classroom session will count for extra points in your grade. Check your computer with the Live Class room wizard to make sure you have it set right to function with Live Classroom. Access to microphone is recommended.
10. If you have any questions about this chapter or have any challenges to official answers to quiz questions please use the WebCT email to communicate with me.

11. If you need to discuss the case report or any other aspects of this chapter please meet me in the WebCT chat room at the time designated in the WebCT calendar for office hours.

Chapter Content

A. <u>Ch.1 Power Point File For Download</u>
B. Turn your computer sound/audio on and click here to view video case -> Walmart Video Case
C. Visit the Website <u>www.clickz.com</u> ; go to the "Stats" section of this site and review the section on Top 100 web advertisers; Comment on the key success factors for one of the advertisers in the discussion section.

MKTG 433 ADVERTISING

⌠ **View** ⌐ Designer Options ⟍

Homepage

Homepage
Course Content
Quizzes and Exams
Discussions
Live Chat
Email
Calendar
Assignments
My Grades

MKTG 433 ADVERTISING by PARIMAL BHAGAT AND RAJENDAR GARG

CATALOG COURSE DESCRIPTION

An introduction to the principles, practices, and creations of advertising. Use of various media and legal, economic, social, and ethical aspects of advertising are also considered.

Welcome to the World of Advertising

1. Welcome to MKTG 433 ADVERTISING course online.
2. Dr. Garg and Dr. Bhagat will be the instructors for the this course.
3. Please start by using the "course menu" (top left corner) and going thru the "Syllabus". (Print a copy for your records).
4. Pay close attention to the "Course Method" "Grading System" and "Additional Information" section of the Syllabus.
5. Make sure you log in on a DAILY BASIS to check Course Calendar and Deadlines for Quiz/Assignments/Discussion Postings.
6. We will start with covering Chapter 1 this week.
7. For Today:
   a. Read Ch.1 (a copy of the chapter is available in the Content Module)
   b. Print a copy of Ch.1 PowerPoint Handout and keep it ready for taking notes on the lecture.
   c. Make sure you read the case on Walmart and watch the video as well.
8. If you have any questions or need any assistance about any part of this course or using WebCT etc. please post your question in the "Discussion" topic 'About Course Questions", so that others can benefit from the answer.
9. If you have a private question, use WebCT course email system.
10. Looking forward to your active participation and a good learning experience in this course.

MKTG 433: ADVERTISING - COURSE CONTENT

Table of Contents

Chapter 1
Introduction to Advertising

CHAPTER KEY POINTS

1. Define advertising and explain its key components.
2. Discuss the roles and functions of advertising within society and business.
3. Identify the key players and their roles in creating advertising.
4. Explain the different types of advertising.
5. Summarize the characteristics of effective advertising and explain why it is always goal directed.
6. Analyze the changes affecting the advertising industry.

CHAPTER OUTLINE

1.0   WHAT IS ADVERTISING?

Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thoughts, feelings, and actions.

Advertising is about creating a message and sending it to someone hoping they will react a certain way.

Advertising becomes controversial when questions arise about how it influences people and whether that is a good thing.

Advertising has evolved as society has changed. It has had an effect on society and at the same time society has had an effect on advertising.

1.1   Defining Modern Advertising
A standard definition of advertising has five basic components:

- Advertising is a paid form of communication, although some forms of advertising, such as public service announcements (PSAs), use donated space and time.
- Not only is the message paid for, but the sponsor is identified.
- Most advertising tries to persuade or influence the consumer to do something, although in some cases the point of the message is simply to inform consumers and make them aware of the product or company. In other words, it is strategic communication driven by objectives and these objectives can be measured to determine whether the advertising was effective.
- Advertising reaches a large audience of potential consumers.
- The message is conveyed through many different kinds of mass media, which are largely nonpersonal. What that means is that advertising isn't directed to a specific person, although this is changing with the introduction of the Internet and more interactive media.

Advertising is paid persuasive communication that uses nonpersonal mass media—as well as other forms of interactive communication—to reach broad audiences and to connect an identified sponsor with a target audience.

1.2   The Key Concepts of Advertising
In describing advertising, four broad factors are referred to:

- *Advertising Strategy*: Strategy is the logic and planning behind the advertisement that gives it direction and focus. Every effective ad implements a sound strategy. The advertiser develops the ad to meet specific objectives, carefully directs it to a certain audience, creates its message to speak to that audience's most important concerns, and runs it in media (print, broadcast, or the Internet, for instance) that will reach its audience most effectively.

- *Creative Idea*: The creative concept is the ad's central idea that grabs your attention and sticks in your memory. The word *creative* describes a critical aspect of advertising that drives the entire field of advertising. Planning the strategy calls for imaginative problem solving: The research efforts need to be creative, and the buying and placing of ads in the media require creative thinking.

- *Creative Execution*: Effective ads are also well executed. That means that the details, the photography, the writing, the acting, the setting, the printing, and the way the product is depicted all reflect the highest production values available to the industry. Advertising often sets the standard or establishes the cutting edge for printing, broadcasting, and Internet design because clients demand the best production their budgets allow.

- *Creative Media Use*: Every message has to be delivered somehow. Most advertisers use media that reach a broad audience, such as television, magazines, or the Internet. Deciding how to deliver the message sometimes can be just as creative as coming up with the big idea for the message.

2.0   ROLES AND FUNCTIONS OF ADVERTISING
As advertising has evolved, it has played many different roles from identifying a product to providing commercial information and identifying the product's maker.

With advances in industrialization, advertising took on the role of creating demand for a product, which was done through two techniques—**hard-sell** approaches that use reasons to *persuade* consumers and **soft-sell** approaches that build an *image* for a brand and touch consumers' emotions.

As it has become more difficult to get people's attention, a need developed for more creative techniques that would make an impact.

In the early 2000s, as the economy slows down, marketers have become concerned about accountability and the return they are getting on the money they invest in advertising. Thus, advertisers must prove their work is effective.

To understand how advertising works, a discussion of the four roles advertising plays in business and society follows.

2.1 The Marketing Role

The process a business uses to satisfy consumer needs and wants by providing goods and services is called *marketing*. The marketing department or manager is responsible for selling a company's product, which can be goods, a service, or an idea. Products are also identified in terms of their **product category**. The particular group of consumers thought to be potential customers for the goods and services constitute the **target market**.

The tools available to marketing include the *product* and its *price*, *place* and *promotion* (or *marketing communication*). These tools are called the **marketing mix** or the four Ps. Each will be discussed in more depth in Chapter 2

Marketing professionals are also involved with the development of a **brand**, which is the distinctive identity of a particular product that distinguishes it from competitors.

2.2 The Communication Role

Advertising is a form of mass communication, connecting buyers and sellers in the marketplace. **Marketing communication** includes advertising, but also sales promotion, public relations, direct response, events and sponsorships, packaging, and personal selling.

2.3   The Economic Role

There are two points of view about the way advertising creates economic impact. In the first, advertising is seen as a vehicle for helping consumers assess value, through price as well as other elements, such as quality, location, and reputation. Advocates of this school view the role of advertising as a means to objectively provide price/value information, thereby creating a more rational economy.

In the second perspective, advertising is seen as so persuasive that it decreases the likelihood that a consumer will switch to an alternative product regardless of the price charged.

2.4   The Societal Role

Advertising informs us about new and improved products, helps us compare products and features, keep us informed about innovations and issues, mirrors fashion and design trends, serves an educational role, and helps us shape an image of ourselves.

2.5   The Functions of Advertising

From the advertiser's perspective, advertising, in general, performs seven basic functions:

- Builds awareness of products and brands
- Creates a brand image
- Provides product and brand information
- Persuades people
- Provides incentives to take action
- Provides brand reminders
- Reinforces past purchases and brand experiences

3.0   THE KEY PLAYERS

The advertising industry is complex because it has a number of different organizations involved in making decisions and executing advertising plans. The players include the advertiser or client, the agency, the media, the supplier, and the audience. They all have different perspectives and objectives and a great advertisement is produced only when they come together as a team with a common vision.

3.1   A Matter of Principle

Chapter 1 provides the background for what is called "The Greatest Commercial Ever Made." The advertiser was Apple, the product was its new Macintosh, the year was 1984, and the client was Steve Jobs, Apple's CEO, who wanted a "thunderclap" ad. The vignette describes the process for creating the spot, the storyline, and a discussion of the effectiveness.

3.2   The Advertiser

Advertising begins with the **advertiser**, the person or organization that uses advertising to send out a message about its products. The advertiser initiates the advertising effort by identifying a marketing problem that advertising can solve. The advertiser also makes the final decisions about the target audience and the size of the advertising budget. The advertiser approves the advertising plan and hires the advertising agency.

3.3   The Advertising Agency

Advertisers hire independent advertising agencies to plan and implement part or all of their advertising efforts. An advertiser uses an outside agency because it believes the agency will be more efficient in creating an advertisement or a complete campaign than the advertiser would be on its own.

3.3.1 The Advertising Department

Most large businesses have **advertising departments**. Their primary responsibility is to act as a liaison between the marketing department and the advertising agency (or agencies) and other vendors. Many companies have hundreds of agencies working for them although they normally have an **agency-of-record**, which does most of their business and may even manage other agencies.

Tasks performed by the advertising department include: selecting agencies; coordinating activities with vendors, such as media, production, photography, and fulfillment; making sure the work gets done on schedule; and determining whether the work has achieved prescribed objectives.

3.3.2 The In-House Agency

Companies that need closer control over their advertising have their own in-house agencies. This may provide cost savings as well as the ability to meet deadlines. An **in-house agency** performs most, and sometimes all, of the functions of an outside advertising agency.

3.4 The Media

The **media player** is composed of the channels of communication that carry the message from the advertiser to the audience, and in the case of the Internet, it carries the response from the audience back to the advertiser. (Note that *media* is plural when it refers to various channels, but singular—*medium*—when it refers to only one form, such as a newspaper.)

Mass media, local newspapers, radio stations, and so forth are channels of communication or *media vehicles*.

Each media vehicle has a department in place that is responsible for selling ad space or time. Each medium tries to assist advertisers in comparing the effectiveness of various media and may assist in the design and production of advertisements.

The primary advantage of advertising's use of mass media is that it can reach a lot of people with a single message in a very cost efficient form.

3.5   The Suppliers (Vendors)

Suppliers or **vendors** assist advertisers, advertising agencies, and the media in creating and placing ads. Examples of vendors include artists, writers, photographers, directors, producers, and printers as well as self-employed freelancers and consultants.

3.6   The Target Audience

All advertising strategy starts with the identification of the customer or prospective customer or audience. The character of the **target audience** has a direct bearing on the overall advertising strategy.

4.0   TYPES OF ADVERTISING

Seven major types of advertising can be identified:

- *Brand*: The most visible type of advertising is national consumer or brand advertising. **Brand advertising**, such as that for Volkswagen's New Beetle, the Apple Macintosh, or Polo, focuses on the development of a long-term brand identity and image.

- *Retail or Local Advertising*: A great deal of advertising focuses on retailers or manufacturers that sell their merchandise in a certain geographical area. In the case of retail advertising, the message announces facts about products that are available in nearby stores. The objectives tend to focus on stimulating store traffic and creating a distinctive image for the retailer. Local advertising can refer to a retailer, such as T.J. Maxx, or a manufacturer or distributor who offers products in a fairly restricted geographic area.

- *Direct-Response Advertising*: Direct-response advertising can use any advertising medium, including direct mail, but the message is different from that of national and retail advertising in that it tries to stimulate a sale directly. The consumer can respond by telephone or mail, and the product is delivered directly to the consumer by mail or some other carrier. Of particular importance in direct-response advertising has been the evolution of the Internet as an advertising medium.

- *Business-to-Business Advertising*: Business-to-business (B2B) advertising is sent from one business to another. For example, it includes messages directed at companies distributing products as well as industrial purchasers and professionals, such as lawyers and physicians. B2B is not directed at general consumers. Advertisers place most business advertising in professional publications or journals. The ad for Interland is an example of a typical business-to-business ad.

- *Institutional Advertising*: Institutional advertising is also called corporate advertising. These messages focus on establishing a corporate identity or winning the public over to the organization's point of view. Many of the tobacco companies are running ads that focus on the positive things they are now doing, and the leukemia ads for America's Pharmaceutical Companies are also adopting that focus.

- *Nonprofit Advertising*: Not-for-profit organizations, such as charities, foundations, associations, hospitals, orchestras, museums, and religious institutions, advertise for customers (hospitals, for example), members (the Sierra Club), and volunteers (Red Cross), as well as for donations and other forms of program participation.

- *Public Service Advertising*: Public service announcements (PSAs) communicate a message on behalf of some good cause, such as stopping drunk driving (messages from Mothers Against Drunk Driving) or preventing child abuse. These advertisements are usually created by advertising professionals free of charge and the media often donate the necessary space and time.

5.0   WHAT MAKES AN AD EFFECTIVE?

Great ads are effective ads and effective ads are ads that work (i.e., they deliver the message the advertiser intended and consumers respond as the advertiser hoped they would).

An ad must gain consumers' attention, hold their interest long enough to convince consumers to change their purchasing behavior and try the product, and then persuade them to stick with the product and buy it. After the purchase, advertising can remind customers of the brand and their positive feelings about it.

5.1   The Important Role of Objectives

Advertising must be purposeful—created to have some effect or impact on the people who read or see the message. Advertisers must set a goal in terms of desired impact created in the minds of the people who read, view, or listen to the ads. This is called the advertising **effects**, the idea being that effective advertising messages will achieve the advertiser's desired impact on the target audience. The desired impact is formally stated as an **objective**, which is the measurable goal or result that the advertising is intended to achieve.

Ads and their goals work on two levels. First, they satisfy consumers' objectives by engaging them with a relevant message that catches their attention, speaks to their interests, and remains in their memories. Second, from the company's perspective, the ads achieve the company's marketing objectives.

5.2   Effectiveness and Award Shows

There are a number of awards given to advertisements recognizing effectiveness. Other award shows judge factors such as creative ideas, media plans, clever promotional ideas, and outstanding public relations efforts.

6.0   THE EVOLUTION OF ADVERTISING

The first stage is labeled the "Age of Print." Ads were primarily like classified advertising in format and print media carried them. Their objective was to deliver information. The primary medium was the newspaper.

The second stage is labeled the "Industrial Revolution and Emergence of Consumer Society," a period when advertising grew in importance and size because of social and technological developments. The purpose of advertising was to devise an effective, efficient communication system to sell products to a widely dispersed marketplace.

The third stage is called "Modern Advertising: Agencies, Science and Creativity." The advertising industry grew and organizations specializing in modern professional advertising developed. An emphasis was on building demand for brands and on new creative processes.

The fourth stage is called the "Accountability Era," which was the beginning of the industry-wide focus on effectiveness. By the 1990s, the advertising industry recognized advertising had to pay its own way and prove its own value.

Since September 11, 2001, advertisers rushed to change ads that were seen by the public as insensitive; advertisers ran fewer ads as the economy faltered and accountability became more important.

7.0   THE CURRENT ADVERTISING SCENE

7.1   An Expanded View of Advertising
Electronic media, such as the Internet and wireless communication, are changing the media landscape and making more intimate, interactive, and personalized forms of communication much more important to advertisers.

This is where real creativity lies—not just in the development of a big idea for a magazine ad or a television commercial, but in the use of new ways of reaching and communicating with people. Novel ideas create **buzz**, which means people talk about the event, the idea, and the brand.

7.2   Integrated Marketing Communication
Integrated marketing communication (IMC) is the practice of unifying all marketing communication tools so they send a consistent, persuasive message promoting company goals. The IMC approach is one of the biggest trends in advertising.

The brand's **stakeholders**—all the groups of people who have an interest in the brand—are important to the practice of IMC.

7.3   Globalization

The advertising question is whether to practice global or local advertising. Should advertisers standardize ads or advertising strategies across all cultures or should they adapt their strategies to local markets?

❖HANDS-ON CASE:
THE DAY THAT WAL-MART DROPPED THE SMILEY FACE

Retail giant Wal-Mart annually spends close to a half billion dollars on advertising so the company's decision in the first month of 2005 to run full page ads in more than 100 newspapers was not really surprising. What was surprising was the copy in those ads, which said nothing about low-priced toasters or new music CDs. Instead, the ads featured a photo of workers in their blue Wal-Mart smocks and a letter from Wal-Mart CEO Lee Scott. Scott's letter was blunt and to the point: ". . . when special-interest groups and critics spread misinformation about Wal-Mart, the public deserves to hear the truth. . . . everyone is entitled to their own opinions about our company, but they are not entitled to make up their own facts."

The ads were a clear sign that Wal-Mart believes it can no longer afford to ignore several societal trends that threaten the company's success and profitability. Recent lawsuits have charged that Wal-Mart shorts overtime pay and discriminates against women. In addition, Wal-Mart's expansion plans have been criticized.

Scott believes that it is too soon to tell if the advertising campaign will succeed. Critics are skeptical but Scott feels it is time to draw a line in the sand.

MKTG 433 Advertising

Prerequisite: MKTG320 or equivalent

I.   Catalog Description

Prerequisites: MKTG 320

An introduction to the principles, practices, and creations of advertising. Use of various media and legal, economic, social, and ethical aspects of advertising are also considered.

II.   Course Outcomes:

Students will be able to:
1. Demonstrate an understanding of the Advertising Principles and Practices.
2. Show application skills in formulating and implementing the Advertising Plan and tactical decisions using the Media Plan.
3. Explain the role of Advertising in better serving customer needs and building a competitive advantage.
4. Discuss and debate a wide range of ethical, global and social issues of Advertising.
5. Demonstrate the competence to develop and implement the Advertising Plan for a business or non-profit organization.

III.   Course Outline

- A. Introduction to Advertising (3 hours)
    1. The Roles and Functions of Advertising
    2. The Key Players in the Industry
    3. Types of Advertising
    4. What makes an AD effective?
- B. Advertising's Role in Marketing (3 hours)
    1. The Marketing Process
    2. How Agencies Work
    3. International Marketing
    4. The Dynamics of Modern Marketing
    5. Global trends in Advertising
- C. Advertising and Society (3 hours)
    1. Review and Regulation of Advertising
    2. Advertising's Regulatory Environment
    3. Media Review of Advertising
    4. Advertising Ethics
- D. How Advertising Works (3 hours)
    1. Advertising as Marketing Communication
    2. The Effects Behind Advertising Effectiveness
    3. Perception, Cognition and Affect
    4. Association, Persuasion and Behavior
- E. The Consumer Audience (3 hours)
    1. Cultural and Social Influences on Consumer Decisions
    2. Psychological Influences that Motivate Consumers
    3. Behavioral Influences on Consumer Decisions
    4. Segmentation and Targeting

Test#1 (1.5 hours)

F. Strategic Research (3 hours)
1. Quest for Intelligence and Insight
2. The Use of Research
3. Research Methods used in Advertising Planning
4. Research Challenges

G. Strategic Planning (3 hours)
1. The Strategic Planning Process
2. Strategic Planning Decisions
3. Account Planning

H. Print and Out-of-home Media (2 hours)
1. Basic Media Concepts
2. Print Media
3. Newspapers and Magazines
4. Packaging
5. Out-of-home Advertising

I. Broadcast Media (2 hours)
1. Radio
2. Television
3. Film and Video
4. Product Placement

J. Interactive and Alternative Media (2 hours)
1. Interactive Media
2. Internet Advertising
3. E-mail Advertising
4. Alternative and New Media

Test#2 (1.5 hours)

K. Media Planning and Buying (4 hours)
1. The Media Plan
2. Media Objectives
3. Media Strategies
4. Media Buying

L. The Creative Side: Copywriting, Design, Production (4 hours)
1. Facets of Creative Strategy
2. Copywriting for Print, Radio and Television
3. Visual Communication
4. Print and Television Art Direction
5. Effective Web Design

M. Other Marketing Communications (4 hours)
1. Direct Response and Database Marketing
2. Sales Promotion and Trade Shows
3. Public Relations
4. Special Advertising Situations

Final Exam will be administered during the final exam week

IV.   Evaluation Methods

For Undergraduate Students:

Two tests during the semester	40%
Final Examination	30%
The Advertising Plan (in groups of four)	30%

Attendance Policy:
Although there is no formal attendance requirement policy for this class, regular attendance and participation in class discussions and exercises is critical for achieving course objectives.

V.   Required Textbook

Advertising: 7th Edition by Wells, Burnett and Moriarty; Prentice-Hall; 2006.

VI.   Special Resource Requirements

Classroom must be equipped with Internet access and display capabilities for the teacher.
Students must have access to Internet for 2 hours per week outside of class hours.

VII.   Bibliography

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Syllabus of Record

MKTG 433 Advertising

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Prerequisites: MKTG 320

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